

TOWN OF COLMA BUSINESS SURVEY

Economic Development Strategy



Thank you for taking the time to complete this survey! Your responses will help the Town of Colma improve our connection with the business community and help the Town develop goals and policies related to **economic development**. The Town will use your responses to help aid Colma businesses and to plan for the future of Colma's economy. This survey can be completed by the owner or a manager of your business. **All survey information will be kept confidential.**

Please complete and return the survey by mailing it to us in the enclosed stamped and addressed envelope, by e-mailing it to planning@colma.ca.gov or by returning it to Colma Town Hall at 1198 El Camino Real. **Please return your survey by May 11th.** Thank you for participating in shaping Colma's future!

1. Identify up to 3 issues or concerns confronting Colma businesses that the Town should consider as it develops our Economic Development Strategy:

- ☐ Traffic
- ☐ Lack of variety/mix of businesses
- ☐ Too much variety/mix of businesses
- ☐ The design and character of the Town and its businesses and buildings
- ☐ Business retention
- ☐ Business attraction/recruitment
- ☐ Transit, bicycle and pedestrian access
- ☐ Cost of running a business in Colma
- ☐ Cost of living/housing for employees
- ☐ Demographics of consumers
- ☐ Competition from other cities/businesses/industries
- ☐ Other: _____
- ☐ Other: _____

2. Identify up to 3 specific projects or actions that you would like to see in Colma:

- ☐ Brand Colma with a specific 'identity' or sense of place
- ☐ Attract more restaurants
- ☐ Attract hotel uses
- ☐ Create a Town-wide marketing campaign
- ☐ Fill existing vacancies
- ☐ Attract more personal service businesses (for example, hair and nail salons, post office/safe deposit box outlets, tailor, etc.)
- ☐ Attract a better variety of retail
 - ☐ If yes, what kind of retail? _____
- ☐ Upgrade the appearance of existing buildings

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- ☐ City should do more to recruit new businesses
 - If so, what kind of businesses? _____
- ☐ City should do more to retain existing businesses
- ☐ Signage and lighting improvements
- ☐ Roadway improvements to reduce traffic congestion
- ☐ Create a “Downtown Colma”
- ☐ Other: _____
- ☐ Other: _____

3. Of the following Colma attributes, which do you feel are advantages and disadvantages to the success of your business?

	Advantage	Disadvantage	Neither an Advantage or Disadvantage
Freeway access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to BART stations and SamTrans bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of vehicular traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing mix of ethnic groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demographics of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Business Registration Fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Permitting Process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small-town feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing mix of businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to specific types of businesses or industries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing level of maintenance of infrastructure (i.e. streets, water/sewer, signage/lighting, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of leasing terms and property values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Identify no more than 3 kinds of development or uses you WOULD like to see in Colma:

- ☐ Restaurant(s)
- ☐ Grocery store(s)
- ☐ Value-based or off-price retailer(s), such as TJ Maxx, DSW, Walmart, etc.
- ☐ Convenience store(s)
- ☐ Office space
- ☐ Retail/residential or office/residential mixed use
- ☐ Specific chain or franchise: _____
- ☐ Specific chain or franchise: _____
- ☐ Other: _____
- ☐ Other: _____

5. Identify no more than 3 kinds of development or uses you WOULD NOT like to see in Colma:

- ☐ Restaurant(s)
- ☐ Grocery store(s)
- ☐ Value-based or off-price retailer(s), such as TJ Maxx, Walmart, etc.
- ☐ Convenience store(s)
- ☐ Office space
- ☐ Retail/residential or office/residential mixed use
- ☐ Specific chain or franchise: _____
- ☐ Specific chain or franchise: _____
- ☐ Other: _____
- ☐ Other: _____

6. What do you believe is the single most important thing Colma could do right now to help the local business community?

Write your answer here:

7. Please check whether you agree or disagree with the following statements:

- | | | |
|---|--------------------------------|-----------------------------------|
| Colma should actively recruit new businesses. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| Colma needs to focus more efforts on retaining existing Colma businesses. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| Colma needs to help coordinate a marketing campaign for businesses. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| Right now, my business is struggling to maintain sales. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| Colma is an affordable place to locate my business. | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |

8. In what area of Colma is your business located?

- ☐ Mission Road
- ☐ Serramonte Boulevard
- ☐ Serra Center or 280 Metro Center
- ☐ El Camino Real
- ☐ Collins Avenue
- ☐ Colma Boulevard
- ☐ Hillside Boulevard
- ☐ Residential Neighborhood (Sterling Park, Verano, Villa Hoffman)
- ☐ Other: _____

9. What is your type of business?

- ☐ Cemetery
- ☐ Cemetery-related
- ☐ Auto Dealership
- ☐ Auto-Related business
- ☐ Light Industrial/Manufacturing
- ☐ Personal Service
- ☐ General Retail
- ☐ Professional Office
- ☐ Construction-related

10. Please select all that apply to you:

- ☐ I am a resident of Colma.
- ☐ I own or operate a business in Colma.
- ☐ I own property in Colma.
- ☐ I work in Colma.

Thank you for your participation! Additional information is on the next page.

If you have questions or comments, please contact the Colma Planning Department at 650-985-2590 or e-mail us at planning@colma.ca.gov.

Would you like to stay informed about this project? Would you like to receive invitations to upcoming workshops related to economic development and receive a summary of the survey findings? Please leave your *confidential* contact information:

Name: _____

Title/Position: _____

Business Name: _____

Email Address: _____

Phone Number: _____

Additional notes and comments:
